

REBIRTH AFTER RELAUNCH

How our SEO team guided a client through a site relaunch that took organic traffic to a whole new level

CLIENT

◇ Landscaping materials company looking to increase organic traffic and offsite sales

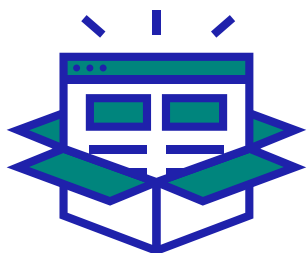
CHALLENGE

◇ Site relaunch with extensive back-end improvements implemented over 30+ days; dip in organic traffic expected

SOLUTION

◇ Guidelines for technical health improvements to recapture lost traffic quickly, then grow it further

ONE-YEAR OUTCOMES



BUILDING A BETTER WEBSITE

In the second year of our engagement, the client relaunched their website in line with our recommendations: streamlined architecture, improved organization and navigation, optimized content and meta content, appropriate goal tracking, and many other upgrades to boost visibility, ranking, and user experience.

MONTH 1

↓ 20.1%

MONTH 2

↑ 20.6%

DEFEATING THE “RELAUNCH REBOUND”

It's common for websites to experience a “relaunch rebound,” a brief drop in traffic following a migration or major back-end relaunch, such as this one. Post-relaunch, the client's traffic was down 20.14% from May the previous year. However, the following month, traffic was up 20.62% from June the previous year.

ORGANIC TRAFFIC

↑ 31%

ORGANIC TRAFFIC KEPT GROWING

Once organic traffic rebounded from the relaunch, it continued to grow; year-over-year monthly organic traffic growth averaged 30.75% for the next six months. (Because correct conversion tracking started with the relaunch, conversion rates couldn't be compared to pre-relaunch rates, but the site's CVR averaged 12.39% for the next year.)